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| CHAPTER 8 SECTION 3 | READING COMPREHENSION |
| | The Mass Media 3 |

1. Define the terms *medium* and *mass media*.

2. List, in order of their impact, the five forms of mass media that are the most important in American politics.

3. Explain the role of each of the following in providing political information:
 - a. television _____

 - b. newspapers _____

 - c. radio _____

 - d. magazines _____

 - e. the Internet _____

4. Why are newspapers declining as a source of news?

5. What are weblogs?

6. What is the public agenda, and how do the media help shape it?

7. Describe the influence of the media on public officials.

READING COMPREHENSION (continued)

The Mass Media

3

8. How has the media contributed to a decline in the place of political parties in American politics?

9. Explain the importance of the media in political campaigns.

10. Name three factors that limit the media's influence on American voters.

a. _____

b. _____

c. _____
